

Allen Solly opens its flagship store in Guwahati

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~ Extending its presence in the north east with its flagship store ~

Guwahati: Allen Solly, the brand that introduced Friday Dressing to Indian consumers today opened its flagship store in Guwahati making the brand more accessible to its discerning consumers in the city. The new Allen Solly store is the first step which marks its foray into the North East market. Spread over 1,400 sq ft, the new Allen Solly store is located on GS Road, and amplifies the importance of Guwahati as a market within the brand's distribution strategy.

The Guwahati store reflects Allen Solly's Premium and International lifestyle image that it has created for itself over the years. Allen Solly promises to redefine the young Guwahati consumer's wardrobe with its acclaimed Friday Dressing. It has something to cater to all fashion conscious men and women consumers wanting to dress stylishly and looked up to.

"Guwahati is a growing fashion and lifestyle city with fashionable and enthusiastic shoppers," said Mr Sooraj Bhat, Brand Head, Allen Solly. "Hence, it is very crucial for Allen Solly to have a strong brand presence. Our consumer segmentation analysis reveals some exciting stats that work for our brand and we are happy to offer fashion to the youth here. North East is a market which we are going to penetrate aggressively."

So come be a part of the celebration as Allen Solly ushers in a new wave of class meets panache in the wonderful city of Guwahati.

Store address:

Allen Solly Exclusive Store
BL Retail, Buildworth building,
Opposite to International Hospital,
Christian Basti
GS Road, Guwahati- 781005

About Allen Solly:

Allen Solly created ripples in the Indian market by releasing new rules in corporate dress code. It trashed whites and greys thereby making the corporate world a colourful and vibrant space. Originating from the large portfolio of international brands of Coats Viyella – UK, Allen Solly truly has been the brand that transformed the way people dressed by bringing in its concept of Relaxed Formal Wear to India – bold and bright colours, concepts and patterns.